## **ABSTRACT**

A method, system and apparatus for service management. A service management system can include a name resolution adapter disposed in a PSTN. The name resolution adapter can be communicatively linked to a LIDB also disposed within the PSTN. Notably, an enterprise application can be configured to manage service subscriptions and can enjoy communicative couplings both to the name resolution adapter over a data communications network and also to a switch disposed in the PSTN. Finally, service renewal logic can be associated with the enterprise application and programmed to renew service subscriptions for calling ones of subscribers to the service subscriptions based upon identifying data for the calling ones of the subscribers as received in the enterprise application over the data communications network from the name resolution adapter.